

# WISCONSIN

## Congressional District Profiles

### 2021

U.S. SMALL BUSINESS ADMINISTRATION

## OFFICE OF ADVOCACY

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### **About these profiles**

Small businesses are defined here as firms with fewer than 500 employees. Congressional district boundaries correspond to the 116th Congress. A gray area on a map showing share of workers self-employed indicates that Census reported zero total employment in that area. Data analyzed here predate the COVID-19 pandemic, which has had [impacts on businesses](#) that have differed by industry, geography, and demographic group. Electronic versions of these and other [geographic profiles](#) are available online, including extensive profiles of [Wisconsin](#) and the [United States](#). Visit [advocacy.sba.gov](https://advocacy.sba.gov) for additional resources.

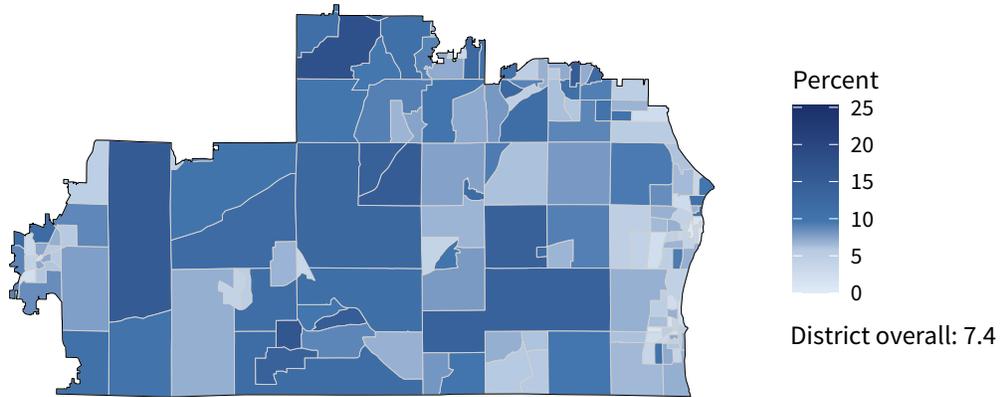
# 2021 Small Business Profile

## Wisconsin Congressional District 1



**12,211** small businesses with employees  
**93.9 percent** of district employers

**135,130** employees of small businesses  
**51.3 percent** of district employees



### Share of workers self-employed by census tract

Source: [American Community Survey, 2019 5-Year Estimates \(Census\)](#)

### Small business employment and payroll by industry

Industry	Employers		Employees		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Construction	1,706	99.7	9,987	82.2	642,666	78.8
Other Services (except Public Administration)	1,501	98.6	10,718	95.3	275,318	93.4
Retail Trade	1,320	85.7	13,496	30.8	446,379	35.7
Accommodation and Food Services	1,247	94.8	19,574	67.4	286,371	65.6
Health Care and Social Assistance	1,168	94.0	17,810	49.4	554,985	33.9
Professional, Scientific, and Technical Services	1,064	97.4	6,633	86.8	348,108	87.1
Manufacturing	868	87.8	25,220	47.1	1,363,158	42.3
Administrative, Support, and Waste Management	758	94.3	6,544	44.3	229,643	45.4
Wholesale Trade	617	88.5	7,719	53.9	450,440	48.5
Transportation and Warehousing	574	89.7	4,506	35.3	204,640	36.6
Real Estate and Rental and Leasing	433	93.5	2,041	79.5	78,577	79.7
Finance and Insurance	407	87.5	2,721	45.7	150,071	37.9
Arts, Entertainment, and Recreation	286	96.9	3,888	78.2	80,771	89.9
Educational Services	170	97.1	2,647	64.9	61,575	66.1
Information	70	74.5	869	28.8	31,488	28.1
Management of Companies and Enterprises	34	54.0	532	8.7	36,994	5.1
Agriculture, Forestry, Fishing and Hunting	28	100.0	114	100.0	4,022	100.0
Industries not classified	14	100.0	7	100.0	292	100.0
Mining, Quarrying, and Oil and Gas Extraction	8	88.9	56	77.8	3,442	76.7
Utilities	5	71.4	48	4.3	3,411	2.7
<b>Total</b>	<b>12,211</b>	<b>93.9</b>	<b>135,130</b>	<b>51.3</b>	<b>5,252,351</b>	<b>44.9</b>

Source: [Statistics of US Businesses, 2018 \(Census\)](#)

# 2021 Small Business Profile

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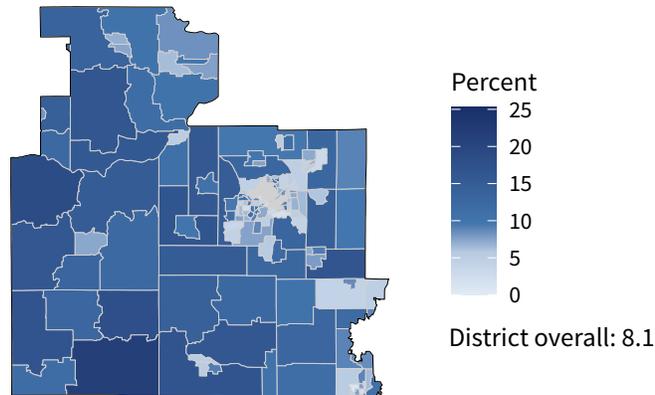
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## Wisconsin Congressional District 2



**15,077** small businesses with employees  
**93.5 percent** of district employers

**181,114** employees of small businesses  
**48.1 percent** of district employees



### Share of workers self-employed by census tract

Source: [American Community Survey](#), 2019 5-Year Estimates (Census)

### Small business employment and payroll by industry

Industry	Employers		Employees		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Professional, Scientific, and Technical Services	2,052	95.0	15,893	55.3	1,099,284	46.4
Other Services (except Public Administration)	1,904	98.0	13,893	84.5	463,568	83.3
Construction	1,808	98.5	15,192	82.1	1,008,649	77.6
Accommodation and Food Services	1,568	94.7	28,437	69.9	490,595	66.0
Retail Trade	1,447	85.8	16,233	36.0	506,921	37.0
Health Care and Social Assistance	1,255	93.7	23,274	37.2	866,868	25.8
Administrative, Support, and Waste Management	815	92.0	9,059	48.2	297,852	45.8
Real Estate and Rental and Leasing	763	96.5	4,680	88.3	222,730	89.3
Wholesale Trade	699	84.3	10,103	58.3	589,706	57.1
Manufacturing	698	87.8	17,850	41.6	936,184	35.9
Finance and Insurance	648	84.7	6,992	25.6	486,151	20.4
Transportation and Warehousing	491	91.1	5,160	52.2	212,105	48.7
Arts, Entertainment, and Recreation	419	98.6	5,896	96.0	122,982	92.4
Educational Services	274	96.5	3,025	58.1	77,409	61.3
Information	230	79.9	3,094	15.5	213,453	12.2
Management of Companies and Enterprises	62	55.9	1,504	18.8	153,289	18.4
Agriculture, Forestry, Fishing and Hunting	49	98.0	480	45.7	21,023	31.7
Industries not classified	22	100.0	16	100.0	342	100.0
Mining, Quarrying, and Oil and Gas Extraction	18	100.0	315	100.0	23,940	100.0
Utilities	3	23.1	18	0.9	1,101	0.5
<b>Total</b>	<b>15,077</b>	<b>93.5</b>	<b>181,114</b>	<b>48.1</b>	<b>7,794,152</b>	<b>38.6</b>

Source: [Statistics of US Businesses](#), 2018 (Census)

# 2021 Small Business Profile

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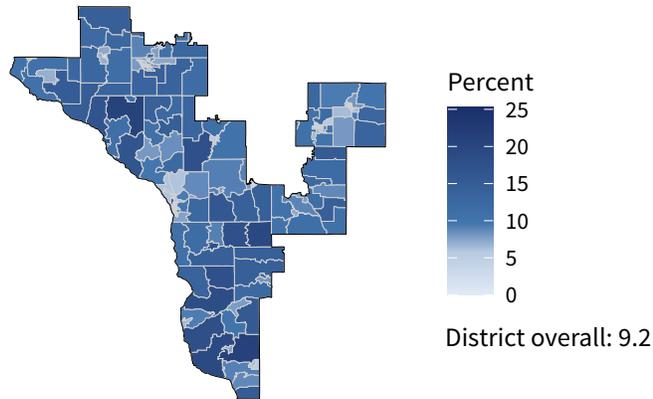
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## Wisconsin Congressional District 3



**12,914** small businesses with employees  
**94.6 percent** of district employers

**142,410** employees of small businesses  
**50.0 percent** of district employees



### Share of workers self-employed by census tract

Source: [American Community Survey](#), 2019 5-Year Estimates (Census)

### Small business employment and payroll by industry

Industry	Employers		Employees		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Other Services (except Public Administration)	1,782	98.8	10,134	92.5	245,193	86.9
Accommodation and Food Services	1,636	96.6	20,665	70.6	279,949	68.2
Construction	1,602	99.1	10,262	80.2	677,606	52.9
Retail Trade	1,461	90.4	15,949	41.3	452,856	46.7
Health Care and Social Assistance	1,189	94.6	22,037	46.9	734,269	32.4
Professional, Scientific, and Technical Services	970	95.9	5,924	81.0	284,575	76.4
Manufacturing	750	87.6	19,713	36.5	879,172	32.9
Transportation and Warehousing	693	91.4	6,446	36.2	269,448	32.6
Finance and Insurance	576	90.1	6,743	43.9	333,714	37.9
Administrative, Support, and Waste Management	574	92.1	5,984	47.8	185,113	44.5
Wholesale Trade	510	84.0	6,714	58.4	347,953	55.4
Real Estate and Rental and Leasing	508	93.9	1,998	66.1	70,354	71.2
Arts, Entertainment, and Recreation	311	98.4	3,544	71.6	49,884	63.8
Educational Services	149	97.4	2,308	70.2	54,579	72.7
Information	122	78.7	1,619	30.7	68,396	17.7
Agriculture, Forestry, Fishing and Hunting	80	98.8	398	95.7	13,810	96.8
Management of Companies and Enterprises	53	65.4	785	11.0	48,148	9.6
Industries not classified	36	100.0	35	100.0	298	100.0
Mining, Quarrying, and Oil and Gas Extraction	18	69.2	745	48.7	50,149	38.7
Utilities	18	75.0	407	22.7	31,612	20.9
<b>Total</b>	<b>12,914</b>	<b>94.6</b>	<b>142,410</b>	<b>50.0</b>	<b>5,077,078</b>	<b>40.8</b>

Source: [Statistics of US Businesses](#), 2018 (Census)

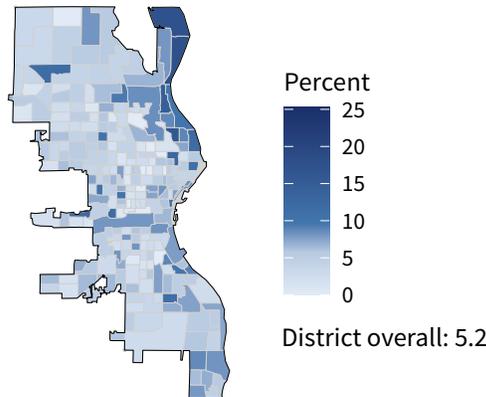
# 2021 Small Business Profile

## Wisconsin Congressional District 4



**9,971** small businesses with employees  
**92.5 percent** of district employers

**135,984** employees of small businesses  
**42.7 percent** of district employees



### Share of workers self-employed by census tract

Source: [American Community Survey](#), 2019 5-Year Estimates (Census)

### Small business employment and payroll by industry

Industry	Employers		Employees		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Health Care and Social Assistance	1,517	95.7	28,502	43.4	931,818	29.2
Other Services (except Public Administration)	1,275	96.8	10,728	87.5	376,461	88.5
Professional, Scientific, and Technical Services	1,166	93.1	11,026	60.7	938,962	58.5
Retail Trade	1,118	89.0	9,260	41.1	282,079	46.5
Accommodation and Food Services	1,116	93.8	17,506	53.7	309,280	50.6
Construction	588	98.2	5,463	86.4	382,648	84.7
Manufacturing	571	88.4	15,875	48.2	865,137	42.0
Administrative, Support, and Waste Management	552	87.6	7,282	35.1	246,949	31.2
Real Estate and Rental and Leasing	441	92.6	3,327	79.4	169,437	75.8
Wholesale Trade	417	83.1	7,369	50.8	435,503	38.7
Finance and Insurance	366	81.0	3,002	10.0	313,639	9.3
Transportation and Warehousing	328	82.0	3,312	36.3	141,596	36.4
Educational Services	220	91.3	6,573	40.8	234,354	44.0
Arts, Entertainment, and Recreation	187	94.9	3,937	58.1	99,148	21.8
Information	124	77.5	1,334	16.0	88,055	13.2
Management of Companies and Enterprises	44	41.5	1,436	8.5	111,911	6.3
Industries not classified	12	100.0	16	100.0	557	100.0
<b>Total</b>	<b>9,971</b>	<b>92.5</b>	<b>135,984</b>	<b>42.7</b>	<b>5,930,975</b>	<b>32.0</b>

Source: [Statistics of US Businesses](#), 2018 (Census)

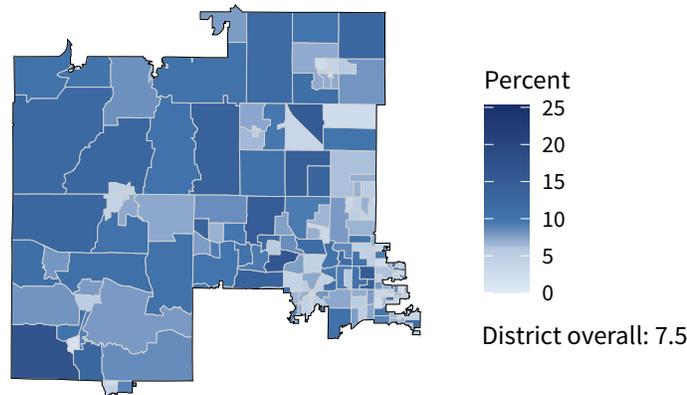
# 2021 Small Business Profile

## Wisconsin Congressional District 5



**16,192** small businesses with employees  
**93.2 percent** of district employers

**206,931** employees of small businesses  
**50.3 percent** of district employees



### Share of workers self-employed by census tract

Source: [American Community Survey](#), 2019 5-Year Estimates (Census)

### Small business employment and payroll by industry

Industry	Employers		Employees		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Construction	2,163	98.9	17,916	86.3	1,211,217	83.7
Professional, Scientific, and Technical Services	1,849	95.7	13,723	68.3	971,094	70.2
Other Services (except Public Administration)	1,817	97.7	14,992	87.7	446,824	82.4
Health Care and Social Assistance	1,753	94.0	26,881	42.9	1,139,826	38.0
Retail Trade	1,399	83.9	17,344	35.0	579,789	43.7
Accommodation and Food Services	1,224	93.7	19,334	60.0	292,665	57.7
Manufacturing	1,205	90.3	35,449	51.8	2,018,878	46.4
Wholesale Trade	1,105	84.7	14,807	58.3	992,428	57.8
Administrative, Support, and Waste Management	966	92.4	14,722	60.5	505,046	58.0
Finance and Insurance	842	84.8	7,351	36.5	499,441	30.4
Real Estate and Rental and Leasing	591	93.8	4,129	77.9	188,829	78.2
Transportation and Warehousing	530	91.2	5,650	44.4	251,995	41.6
Arts, Entertainment, and Recreation	343	97.2	4,797	65.4	82,322	77.6
Educational Services	245	95.0	3,978	27.8	101,131	10.3
Information	156	79.2	4,123	43.1	302,883	36.5
Management of Companies and Enterprises	70	48.3	1,506	8.0	100,311	6.4
Agriculture, Forestry, Fishing and Hunting	23	100.0	67	100.0	2,354	100.0
Mining, Quarrying, and Oil and Gas Extraction	13	86.7	151	15.7	12,220	12.2
Industries not classified	12	100.0	11	100.0	287	100.0
<b>Total</b>	<b>16,192</b>	<b>93.2</b>	<b>206,931</b>	<b>50.3</b>	<b>9,699,540</b>	<b>45.2</b>

Source: [Statistics of US Businesses](#), 2018 (Census)

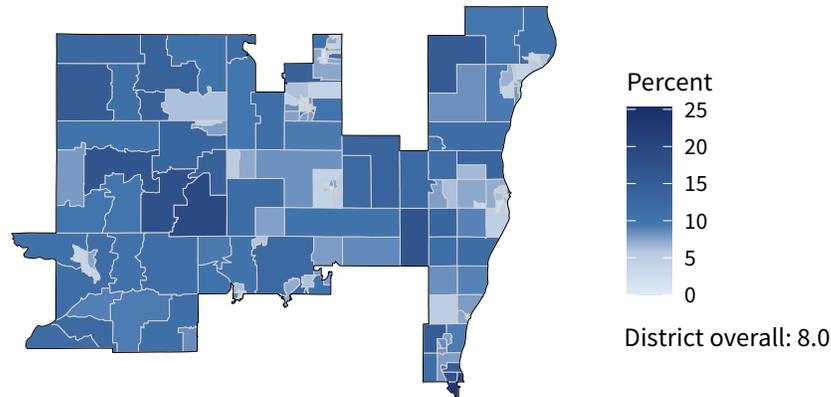
# 2021 Small Business Profile

## Wisconsin Congressional District 6



**12,975** small businesses with employees  
**94.8 percent** of district employers

**154,544** employees of small businesses  
**49.3 percent** of district employees



### Share of workers self-employed by census tract

Source: [American Community Survey](#), 2019 5-Year Estimates (Census)

### Small business employment and payroll by industry

Industry	Employers		Employees		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Other Services (except Public Administration)	1,790	98.7	12,150	93.9	291,059	92.1
Construction	1,658	99.4	10,245	79.0	621,779	74.2
Retail Trade	1,449	91.1	16,056	43.8	449,068	47.3
Accommodation and Food Services	1,405	95.8	19,581	66.8	280,452	64.2
Health Care and Social Assistance	1,199	93.7	21,186	48.7	735,691	36.7
Professional, Scientific, and Technical Services	1,038	95.8	6,114	57.4	325,314	51.3
Manufacturing	981	87.4	31,427	36.8	1,603,506	32.6
Administrative, Support, and Waste Management	655	94.1	5,604	46.0	197,716	46.7
Wholesale Trade	614	89.5	7,916	67.3	439,108	66.3
Transportation and Warehousing	581	91.9	5,630	52.9	248,447	52.3
Finance and Insurance	558	90.0	6,153	55.3	385,008	52.5
Real Estate and Rental and Leasing	417	93.3	1,895	65.3	68,923	71.3
Arts, Entertainment, and Recreation	344	98.3	5,030	83.7	88,550	80.2
Educational Services	156	96.9	2,848	41.9	68,810	46.0
Information	96	80.7	1,115	32.7	42,438	28.6
Agriculture, Forestry, Fishing and Hunting	59	95.2	428	93.2	19,431	95.9
Management of Companies and Enterprises	48	54.5	820	7.3	77,212	6.2
Mining, Quarrying, and Oil and Gas Extraction	22	91.7	271	6.8	19,052	3.1
Industries not classified	16	100.0	16	100.0	375	100.0
Utilities	5	55.6	59	3.9	4,211	2.3
<b>Total</b>	<b>12,975</b>	<b>94.8</b>	<b>154,544</b>	<b>49.3</b>	<b>5,966,150</b>	<b>39.9</b>

Source: [Statistics of US Businesses](#), 2018 (Census)

# 2021 Small Business Profile

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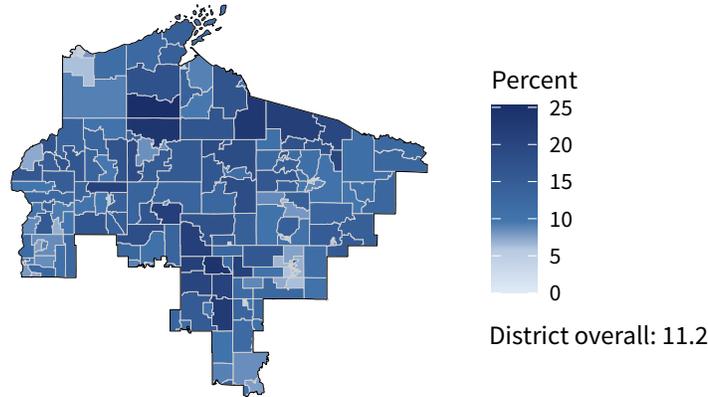
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## Wisconsin Congressional District 7



**15,586** small businesses with employees  
**96.2 percent** of district employers

**152,585** employees of small businesses  
**59.1 percent** of district employees



### Share of workers self-employed by census tract

Source: [American Community Survey](#), 2019 5-Year Estimates (Census)

### Small business employment and payroll by industry

Industry	Employers		Employees		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Construction	2,242	99.5	10,997	84.5	649,651	80.8
Accommodation and Food Services	2,089	97.5	21,165	81.4	325,211	80.0
Other Services (except Public Administration)	1,943	99.4	9,950	98.9	234,743	98.4
Retail Trade	1,856	93.8	18,397	50.1	527,725	52.9
Health Care and Social Assistance	1,201	94.2	21,657	47.7	799,194	34.4
Manufacturing	1,082	90.8	28,370	46.7	1,348,867	44.6
Professional, Scientific, and Technical Services	1,064	97.5	5,273	87.5	250,662	82.9
Transportation and Warehousing	896	95.3	7,681	52.4	302,724	50.0
Administrative, Support, and Waste Management	713	95.7	5,401	62.8	162,815	60.5
Wholesale Trade	595	88.8	7,367	74.8	384,754	73.8
Finance and Insurance	530	90.0	5,486	48.9	276,566	44.2
Real Estate and Rental and Leasing	462	95.7	1,345	76.2	44,705	77.8
Arts, Entertainment, and Recreation	395	98.3	2,746	78.3	56,141	87.9
Agriculture, Forestry, Fishing and Hunting	244	100.0	766	100.0	29,860	100.0
Information	143	87.7	1,839	68.1	65,199	62.3
Educational Services	136	98.6	1,904	97.5	37,764	95.5
Management of Companies and Enterprises	40	67.8	987	33.0	58,838	33.8
Mining, Quarrying, and Oil and Gas Extraction	28	87.5	826	85.6	45,709	82.2
Utilities	20	76.9	403	31.1	29,156	24.9
Industries not classified	15	100.0	25	100.0	723	100.0
<b>Total</b>	<b>15,586</b>	<b>96.2</b>	<b>152,585</b>	<b>59.1</b>	<b>5,631,007</b>	<b>52.3</b>

Source: [Statistics of US Businesses](#), 2018 (Census)

# 2021 Small Business Profile

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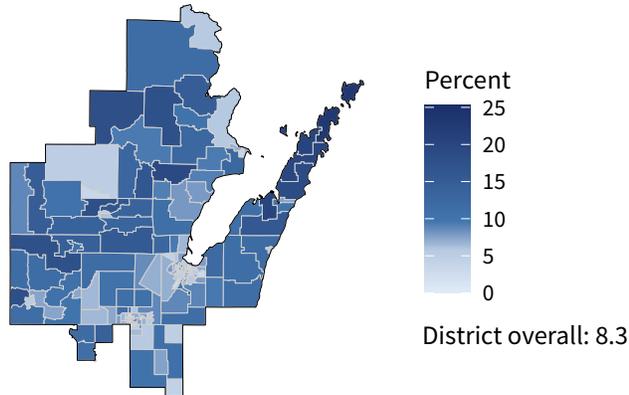
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## Wisconsin Congressional District 8



**14,025** small businesses with employees  
**94.3 percent** of district employers

**163,745** employees of small businesses  
**49.2 percent** of district employees



### Share of workers self-employed by census tract

Source: [American Community Survey](#), 2019 5-Year Estimates (Census)

### Small business employment and payroll by industry

Industry	Employers		Employees		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Construction	1,981	98.9	15,799	85.9	1,047,388	83.9
Other Services (except Public Administration)	1,697	98.8	11,867	94.0	317,826	92.8
Accommodation and Food Services	1,662	96.2	22,327	70.5	344,500	68.4
Retail Trade	1,571	89.3	17,028	41.2	494,516	46.7
Health Care and Social Assistance	1,135	93.8	20,110	44.0	811,871	36.8
Professional, Scientific, and Technical Services	1,129	95.3	7,437	69.3	433,295	64.0
Manufacturing	1,014	89.8	31,227	44.2	1,563,673	39.3
Administrative, Support, and Waste Management	750	91.7	7,133	41.0	245,051	43.0
Wholesale Trade	690	85.1	9,410	62.6	561,242	62.8
Transportation and Warehousing	633	91.9	5,864	34.3	263,092	31.2
Finance and Insurance	622	88.1	4,957	28.6	253,761	20.9
Real Estate and Rental and Leasing	452	93.4	2,164	72.6	78,904	71.4
Arts, Entertainment, and Recreation	363	96.8	2,969	36.3	60,938	15.9
Educational Services	184	95.8	2,587	51.4	62,507	40.2
Information	107	79.3	1,120	23.7	56,908	22.5
Agriculture, Forestry, Fishing and Hunting	75	97.4	255	41.9	9,631	35.1
Management of Companies and Enterprises	50	48.5	1,097	10.2	56,101	6.8
Industries not classified	20	100.0	35	100.0	506	100.0
Mining, Quarrying, and Oil and Gas Extraction	14	87.5	282	71.2	12,382	56.1
Utilities	10	62.5	77	4.2	5,296	2.9
<b>Total</b>	<b>14,025</b>	<b>94.3</b>	<b>163,745</b>	<b>49.2</b>	<b>6,679,388</b>	<b>43.1</b>

Source: [Statistics of US Businesses](#), 2018 (Census)